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What's happening in European Commercial and VOD Broadcasting 12-16 September 2022

Policy & business developments go hand in hand. This quick snapshot is designed to help EU media stakeholders to keep up with the innovative world of commercial broadcasting.

- END LIVE PIRACY NOW Protect creativity, sports & culture
- Canal HISTORIA offers special programming on the occasion of the death of the British monarch
- COSMO Premieres the Acclaimed Series Paris Police 1900
- Antenna Group enters cinema sector
- ITV confirms its plans for coverage of the state funeral for Her Majesty The Queen
- Mediamond teams up with Adomik for the optimization of its digital campaigns in programmatic
- Paramount+ arrives in Italy
- ProSiebenSat.1 acquires 100% of the shares in streaming platform Joyn
- Sky News confirms broadcast schedule for Queen Elizabeth II's funeral
- Viaplay names 'Veronika' with Alexandra Rapaport as latest Original



END LIVE PIRACY NOW – Protect creativity, sports & culture

We, the undersigned, call on the European Union to address the issue of piracy and particularly live content piracy. Piracy has and continues to drain Europe's creative and cultural ecosystems, sports and live performance sectors depriving workers and industries from billions in annual revenues and undermining the sustainability of an essential part of our social and economic fabric.

AMC NETWORKS.

<u>Canal HISTORIA offers special programming on the occasion of the death of the British</u> monarch

On the occasion of the death of Queen Elizabeth II, Canal HISTORIA, produced by AMC Networks International Southern Europe, has prepared for last weekend the 'Special Elizabeth II, a life of reign', a thematic program explaining the importance of figure of the monarch through documentaries such as 'History in numbers' or 'The year that shocked the world'.



COSMO Premieres the Acclaimed Series Paris Police 1900



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On 8 September COSMO premiered Paris Police 1900 for the first time in Spain, a shocking crime drama about the darker, true side of the Belle Époque. Inspired by the turbulent events in Paris at the end of the 19th century and with the famous Dreyfus case as a backdrop, this crime series narrates a disturbing story that speaks directly to the present.



Antenna Group enters cinema sector

Antenna Group has agreed with Eurobank to acquire the market leading multiplex cinema chain Village Roadshow Operations in Greece. Village Roadshow Operations commands a 42% market share and has a dominant footprint regionally. It hosts film releases from all major Hollywood and independent studios and distributors and offers a variety of entertainment amenities and services.



ITV confirms its plans for coverage of the state funeral for Her Majesty The Queen

ITV has confirmed its plans for its broadcast of the Queen's state funeral at Westminster Abbey next Monday 19 September. In what will be the largest outside broadcast in ITV's history, the event will be shown live and uninterrupted on ITV's main channel and simultaneously on all of its digital channels.



Mediamond teams up with Adomik for the optimization of its digital campaigns in programmatic

Mediamond, sales house of Mondadori's publishing properties and Mediaset's digital properties, announced a new partnership with Adomik, which, through its advertising analytics platform, supports publishers in the management and optimization of programmatic campaigns, maximizing advertising revenue. The agreement with Adomik allows Mediamond to sell automated advertising even more efficiently, streamlining management flows, improving delivery performance and bringing benefits in terms of revenue. "Digital business must constantly seek technological solutions that improve the service to be provided to the market", commented Davide Mondo, CEO of Mediamond. "This new partnership, therefore, enriches the proposition of our digital network of Premium Publishing Brands with further useful tools".



Paramount+ arrives in Italy

Paramount+, the global streaming service from Paramount launches in Italy with more than 8,000 hours of entertainment. The streaming service provides a broad slate for the whole family, spanning new and exclusive Paramount+ originals, hit shows and popular movies across every genre from Paramount's world-renowned brands and production studios, including Comedy Central, MTV, Nickelodeon, Paramount Pictures, SHOWTIME® and the



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Smithsonian Channel™, offering the best from international exclusive titles and local content.



ProSiebenSat.1 acquires 100% of the shares in streaming platform Joyn

ProSiebenSat.1 Group is acquiring the outstanding 50% of the shares in Joyn from Warner Bros. Discovery. The joint venture was established with Discovery in 2017 and has been operating under the name Joyn since 2019. From day one, Joyn has focused on a strong, free and thus advertising-financed offering, as well as an exclusive subscription service. ProSiebenSat.1 is thus making the streaming platform an integral part of its value chain and placing Joyn at the center of its digital entertainment presence.



Sky News confirms broadcast schedule for Queen Elizabeth II's funeral

Sky News can confirm its broadcast schedule for the funeral of Queen Elizabeth II on Monday 19th September, with live coverage throughout the day available for free on Sky News and the Sky News App, YouTube and on Freeview.



Viaplay names 'Veronika' with Alexandra Rapaport as latest Original

Nordic superstars Alexandra Rapaport ('Honour'; 'Little Did I Know') and Tobias Santelmann ('Those Who Kill'; 'Point Break') will headline the Viaplay Original 'Veronika', an innovative psychological thriller with supernatural elements. Set to premiere exclusively on Viaplay in late 2023, the eight-part series is created and scripted by Katja Juras and Anna Lindblom ('Gåsmamman') and helmed by acclaimed director Jonas Alexander Arnby ('War of the Worlds'), the recipient of three nominations at the Cannes Film Festival for 'When Animals Dream'.

About the Association of Commercial Television and Video on Demand Services in Europe The Association of Commercial Television and Video on Demand Services in Europe represents the interests of leading commercial broadcasters across Europe and beyond.



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The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in the European economy, society and culture. Our role is to protect and to promote the interests of the European private broadcasters. We engage with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector. This will allow the commercial audiovisual industry to continue to do what we do best – getting great content to viewers.